The Colorado Coalition for Independent Work Launches to Advocate New Benefits for App-based Workers While Preserving The Flexibility They Value Most

New polling shows 87% of Colorado app-based drivers and delivery drivers overwhelmingly prefer to keep their independent contractors status and want more protections and benefits

Denver, CO – The Colorado Coalition for Independent Work (CCIW) launched today to elevate the voices of independent workers and to support a policy framework to extend new benefits and protections for workers while maintaining their independence -- an approach Colorado app-based workers overwhelmingly prefer. As part of the launch of this coalition, CCIW is releasing a new poll highlighting what app-based workers themselves say they want and need.

Respected national research firm Global Strategy Group conducted a poll to understand Colorado drivers and delivery workers. The results reveal that the vast majority of workers prefer independent work to employment. Eighty-seven percent (87%) prefer to maintain their flexibility and status as independent workers and would like some benefits like access to health insurance and retirement savings that employees typically receive. Other key poll findings include:

- Seventy-seven percent (77%) of drivers prefer keeping their current independent contractor status over employment;
- Ninety-one percent (91%) said that if the flexibility of driving were taken away, they would have to stop driving or delivering entirely; and
- Nearly 8-in-10 Colorado rideshare/delivery contractors (79%) report that they are part-time or occasional drivers and nearly two-in-three (65%) drive to supplement other income.

The findings support CCIW’s mission to both listen to and advocate for Colorado app-based workers, who value the flexibility of earning an income when, where, and how they want.

“As someone living with a disability, Lyft has allowed me to continue earning around my unique needs. I never have to worry about calling in sick or following a strict schedule that my disability doesn’t allow, and can instead build my schedule around what works best for me. More benefits would help my husband and me out, but what’s most important is being able to keep my flexibility without jeopardizing my ability to earn when and where I want.” - Donna E., Pueblo
“As a student, it’s hard to find jobs that work around a class schedule or everyday college life. Postmates gives me a chance to work around when I need to study, without having to choose between studying and a job.” Dusty W., Fort Collins

“The focus of our organization is to put more Coloradans to work. Part of that call to action means we’re providing opportunities for jobs with critical benefits that support workers and their families. Our app-based workers have been on the front lines during this pandemic, and we support solutions like this that would expand the benefits available to them while also ensuring they retain their independence and flexibility as gig workers.” - The Denver Metro Chamber of Commerce

CCIW aims to ensure workers' voices are heard as policymakers debate key issues involving the future of work for rideshare and delivery drivers. All too often, decisions are made behind closed doors without the direct input of those most impacted.

Well-respected polling firm Global Strategy Group conducted a survey of 722 rideshare and delivery drivers who had used the DoorDash, Instacart, Lyft, Postmates, or Uber platforms at least once in Colorado over the 18 months preceding February 2021. The survey was conducted online between February 25 and March 9, 2021. The margin of error is ±3.6%. Care has been taken to ensure the demographic distribution of rideshare and delivery drivers are representative of the driver population. This was a first-of-its-kind worker poll by CCIW in partnership with GSG. GSG took all necessary measures for this double-blind poll to eliminate respondent bias, meaning that respondents were unaware of who sponsored the survey, ensuring the most reliable responses possible. CCIW took the necessary steps to make sure this instrument methodology was sound and properly reflected the driver voices in Colorado.

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About CCIW:
The Colorado Coalition for Independent Work (CCIW) represents a growing coalition of drivers, community leaders, and organizations working to preserve the flexibility and independence of app-based workers as independent contractors while raising the standard of independent work and helping create a better future for app-based work. Our mission is to engage stakeholders and decision-makers to find solutions that will improve app-based work in Colorado without eliminating its most fundamental feature: flexibility. Current members include drivers and shoppers across Colorado, the Colorado Chamber of Commerce, the Denver Metro Chamber of Commerce, the Colorado Technology Association, DoorDash, Instacart, Lyft, Postmates and Uber. For more information on CCIW, visit www.independentworkco.org